



CONTACT:

Kit Balasopoulov
(303)807-4561
kit@ballascreative.com

FOR IMMEDIATE RELEASE

BCI ANNOUNCES THE ADDITION OF STEFFOND JOHNSON TO THE PRESIDENTS ADVISORY COUNCIL

IOWA CITY, IOWA, August 10, 2017 – Basketball Club International has announced the addition of Steffond Johnson to the President’s Advisory Council. Johnson has a long history with the game of basketball. His passion for the game began when he joined his first team in the seventh grade. He later went on to play for his high school in Longview TX, was recruited to Louisiana State University, later transferring to San Diego State University. Steffond opted for the NBA and was signed by the Los Angeles Clippers where he played for one year. He also played professionally in Turkey, Cyprus, Uruguay, Italy and Venezuela.

Mr. Johnson graduated from Dallas Christian College in 2016 with a Bachelor of Science in Business with a minor in Bible. He served as Head Men’s Basketball coach at Dallas Christian College during which time the team won the 2016 ACCA National Championship. In addition, he sits on three other Boards, NBRPA Legends of Basketball, PCA North Texas since 2011 and on the Malaria Foundation International Business Advisory Board.

As a member of the President’s Advisory Council Johnson will assist the President in securing the long term health and growth of the organization, and will provide substantive advice to the President in a multitude of areas including but not limited to, financial planning, fund raising, marketing, player recruitment and networking.

Mr. Johnson currently lives in Northwest Dallas and is happily married, 25 years and counting, to Christina Johnson. He has two daughters and a one son.

About Basketball Club International

Basketball Club International is a unique nonprofit organization that challenges professional basketball players to grow deeper in their faith, walk alongside their peers, and share their life experiences with fans and kids. More information about BCI may be found at www.bciedge.org.